

CLAIMS

1. Solid aqueous gel, characterized in that it comprises i) at least one hydrophilic gelling agent,
5 ii) at least one cellulose derivative and iii) a pulverulent phase comprising at least one pigment and/or one pearlescent agent, the combination of the hydrophilic gelling agent and of the cellulose derivative being present in the gel in an amount of
10 less than or equal to 20% by weight relative to the total weight of the gel.

2. Gel according to Claim 1, characterized in that the hydrophilic gelling agent is chosen from polysaccharides, protein derivatives, synthetic or
15 semisynthetic gels of the polyester, in particular sulphonic, type, polyacrylates or polymethacrylates and derivatives thereof.

3. Gel according to Claim 2, characterized in that the hydrophilic gelling agent is a
20 polysaccharide chosen from:

- extracts of algae such as agar, carrageenans, alginates, in particular alginates of Na or Ca;
- exudates of microorganisms such as
25 xanthan gum and its derivatives or gellan gum;
- fruit extracts such as pectins;

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- gelling agents of animal origin such as derivatives of bovine or fish protein, in particular of gelatin of bovine or fish origin or caseinates;

- polysaccharides possessing a side chain 5 and 6 neutral sugars;

and mixtures thereof.

4. Gel according to Claim 3, characterized in that the hydrophilic gelling agent is chosen from gellan, carrageenans and mixtures thereof.

10 5. Gel according to any one of the preceding claims, characterized in that the hydrophilic gelling agent is present at a concentration ranging from 0.1 to 19.9%, preferably from 0.2 to 10%, by weight relative to the total weight of the gel.

15 6. Gel according to any one of the preceding claims, characterized in that the cellulose derivative is chosen from cellulose, carboxymethyl cellulose, hydroxypropyl cellulose, methyl cellulose, hydroxypropyl methyl cellulose or hydroxyethyl cellulose as well as celluloses which are modified in particular by grafting an alkyl group.

20 7. Gel according to Claim 6, characterized in that the cellulose derivative is carboxymethyl cellulose.

25 8. Gel according to any one of the preceding claims, characterized in that the cellulose

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derivative is present at a concentration ranging from 0.1 to 10% relative to the total weight of the gel.

9. Gel according to any one of the preceding claims, characterized in that at least one 5 pigment is chosen from titanium, zirconium or cerium dioxides, zinc, iron or chromium oxides, nanotitaniums, ferric blue, carbon black, calcium, barium, aluminium or zirconium salts, acid dyes such as halo-acid, azo or anthraquinone dyes, pigments coated with silicone 10 compounds such as polydimethylsiloxanes and/or with polymers, in particular polyethylenes, or alternatively with fluorinated compounds, and/or mixtures thereof.

10. Gel according to any one of the preceding claims, characterized in that at least one 15 pigment is present in an amount ranging up to 40% by weight, preferably from 0.1 to 30% by weight, relative to the total weight of the gel.

11. Gel according to any one of the preceding claims, characterized in that at least one 20 pearlescent agent is chosen from natural pearl, mica coated with titanium oxide, iron oxide, natural pigment or bismuth oxychloride as well as coloured mica-titanium.

12. Gel according to any one of the preceding claims, characterized in that at least one 25 pearlescent agent is present in an amount ranging up to

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40% by weight, preferably from 0.1 to 30% by weight, relative to the total weight of the gel.

13. Gel according to any one of the preceding claims, characterized in that the pigment 5 and/or pearlescent agent is present in an amount ranging from 0.1 to 40%, preferably still from 0.1 to 20% by weight, relative to the total weight of the gel.

14. Gel according to any one of the preceding claims, characterized in that it comprises, 10 in addition, at least one filler.

15. Gel according to the preceding claim, characterized in that the filler is chosen from talc, mica, silica, kaolin, Nylon powder, poly- β -alanine powder and polyethylene powder, Teflon, lauroyllysine, 15 starch, boron nitride, bismuth oxychloride, tetrafluoroethylene polymer powders, polymethyl methacrylate powders, polyurethane powders, polystyrene powders, polyester powders, synthetic hollow microspheres, microsponges, microbeads of silicone 20 resin, zinc and titanium oxides, zirconium or cerium oxides, precipitated calcium carbonate, magnesium carbonate and hydrocarbonate, hydroxyapatite, hollow silica microspheres, glass or ceramic microcapsules, metallic soaps derived from organic carboxylic acids 25 having from 8 to 22 carbon atoms, preferably from 12 to 18 carbon atoms, such as zinc, magnesium or lithium stearate, zinc laurate, magnesium myristate, the

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compounds $\text{SiO}_2/\text{TiO}_2/\text{SiO}_2$, $\text{TiO}_2/\text{CeO}_2/\text{SiO}_2$ or $\text{TiO}_2/\text{ZnO/talc}$, and polymers of polyethylene terephthalate/polymethacrylate in the form of flakes.

16. Gel according to Claim 14 or 15,
5 characterized in that the fillers are present in an amount ranging up to 60% by weight, preferably from 0.1 to 40% by weight, relative to the total weight of the gel.

17. Gel according to any one of the
10 preceding claims, characterized in that it comprises, in addition, a salt.

18. Gel according to the preceding claim, characterized in that the salt is chosen from calcium, magnesium or strontium nitrate, calcium or magnesium borate, calcium, sodium, magnesium, strontium, neodymium or manganese chloride, magnesium or calcium sulphate, calcium or magnesium acetate, and mixtures thereof.

19. Gel according to the preceding claim,
20 characterized in that the salt is magnesium chloride.

20. Gel according to any one of the preceding claims, characterized in that it comprises, in addition, a cosmetically or physiologically acceptable medium.

25 21. Gel according to any one of the preceding claims, characterized in that it comprises, in addition, a water-soluble colorant.

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22. Gel according to any one of the preceding claims, characterized in that it comprises, in addition, a solvent chosen from ethanol, isopropanol, propylene glycol, butylene glycol, 5 dipropylene glycol, diethylene glycol, glycol ethers, and mixtures thereof.

23. Gel according to any one of the preceding claims, characterized in that it comprises, in addition, an additional compound chosen from 10 antioxidants, preservatives, hydrophilic cosmetic or pharmaceutical active agents, moisturizers, vitamins, self-tanning compounds, sunscreens, perfumes, and mixtures thereof.

24. Make-up product for the skin or the 15 keratinous fibres, characterized in that it comprises a gel as defined in any one of Claims 1 to 23.

25. Product according to Claim 24, characterized in that it constitutes a make-up product for the body, a foundation, an eyeshadow, a blusher, a 20 concealer, a lipstick, a pencil for the contour of the lips, a mascara, a pencil for the contour of the eyes, a dyeing or make-up stick for locks of hair.

26. Method for applying make-up to the skin and/or the keratinous fibres, consisting in applying to 25 the skin and/or the keratinous fibres, a gel as defined in any one of Claims 1 to 23 and/or a product as defined in either of Claims 24 and 25.

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